



IBM

00M-248

IBM Cognos Midmarket Foundational Sales Mastery Test
v1

QUESTION: 43

Which existing IBM Cognos product is NOT eligible for a trade-up to an IBM Cognos Express license?

- A. IBM Cognos 8 Enterprise
- B. IBM Cognos Midmarket Reporting
- C. IBM Cognos TM1 Midmarket Starter Edition
- D. IBM Cognos TM1 Executive Viewer Midmarket

Answer: A

Explanation:

Of course IBM Cognos 8 Enterprise is a much bigger platform and is targeted at enterprise companies whereas IBM Cognos Express is midmarket platform. So if the company grows to become an enterprise, they need to purchase the IBM Cognos 8 enterprise.

QUESTION: 44

Which IBM Cognos Express module delivers freeform analysis and high-impact visualizations to decision makers?

- A. Planner
- B. Xcelerator
- C. Reporter
- D. Advisor

Answer: D

Explanation:

<http://www-01.ibm.com/software/analytics/cognos/express/advisor/features-and-benefits.html>

QUESTION: 45

Which company fits the IBM definition of a midmarket organization?

- A. A company with 12 employees
- B. A company with 75 employees
- C. A company with 650 employees
- D. A company with 1200 employees

Answer: C

Explanation:

You already know that midmarket organization must have between 100 to 999 employees. So the logical answer is a company with 650 employees because it falls between 100-999 employees bracket.

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